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Planning and Working with an Environmental Campaign

- A Study of Miljövänliga veckan

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Abstract

This thesis deals with the planning and the work of an environmental campaign, and it is based on interviews with people involved with the campaign. I have studied the Miljövänliga veckan (MVV) which means the environment-friendly week. It is held by the Swedish Society for Nature Conservation (SSNC), the biggest environmental organisation in the country. The campaign is about making people more aware of an environmental problem and about changing the consumption behaviour to a more environment-friendly one. I have found three features that according to me seem important in the work and planning of MVV and these are; planning schedule, message and volunteers. The SSNC have a two year planning schedule for each campaign and the message of the campaign is well discussed and very central; there seem to be a lot of thought behind deciding what they want people to do and think and how to make it possible. To be able to go through with the campaign the volunteers are very important. I have made a comparison between the SSNC's work and two communication strategies; the classical communication model and the Community-based Social Marketing model (CBSM). Both similarities and differences have been found with the two strategies, however the SSNC's own model has most similarities with the classical communication model.

Key words: Environmental campaign, Swedish Society for Nature Conservation, MVV (miljövänliga veckan), CBSM, classical communication model.

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Introduction

The environmental campaign Miljövänliga veckan is held by the Swedish Society for Nature Conservation (SSNC). The SSNC is a Swedish non-profit environmental organisation and the biggest environmental organisation in the country. The very foundation of the work of the organisation is the love for nature, the commitment for a good environment and also a strong belief in the possibility of making a change in the society (www.naturskyddsforeningen.se¹). The SSNC work with protecting the biodiversity, stopping the eutrophication, mapping environmental threats and many other things. They spread knowledge by informing through seminars, participating in debates and conferences but also through their own written material such as books and magazines. They also affect the legislation and put pressure on politicians (www.naturskyddsforeningen.se²).

One week each year the SSNC organise Miljövänliga veckan. It is an environmental campaign that has existed for 20 years. Miljövänliga veckan means the environment-friendly week. In short it is called MVV in Swedish, which is the term I will use henceforth. During the week they spread information about how to lower the environmental burden; they focus on a certain product and the environmental problems connected to it, and also give the consumers a better alternative (www.naturskyddsforeningen.se³⁺⁴).

Environmental campaigns are one way of trying to make people make a more environment-friendly choice. Changing the consumption behaviour to a more environment-friendly one is a very important and relevant topic because of our environmental problems that we have today, e.g. the climate change issue.

Aim of the study

The aim of this study is to understand how the MVV is carried through and why it is done the way it is done. How do they spread information of environment-friendly consumption and inform the public, and how do they get them to choose more environmental-friendly goods? The aim is also to compare the SSNC's experience-based "model" of their ways of planning and working with the campaign with two communication strategies and look for similarities and differences.

Questions:

- How does SSNC plan and work with the campaign, what does their experienced-based "model" look like?
- What is the aim of the campaign?
- What channels do they use?
- Do they measure the result, how?
- What are the similarities and differences with the SSNC's experienced based "model" with the classical communication model and the Community-based Social Marketing model (CBSM)?

Method and theory

As mentioned earlier the aim of this study is to dig deeper into the heart of the environmental campaign MVV and to understand how it is done and why it is done the way it is. Since the

campaign is about making people more aware of how to lower the environmental burden and finding more environmental-friendly alternatives, it might mean people have to change their behaviour. It is not an easy thing to change behaviour and therefore it suits well to give a little more explanation on consumption behaviour.

Consumption behaviour

Changing people's consumption behaviour is not an easy task. First of all the consumer is not a passive receiver of different messages, like we once thought, she sometimes seeks information by her self. However, how she uses the information is not always easy to understand. To understand a person's behaviour we have to look at the situation and context she is in. (Mankila, 2008)

To understand more how it works a model of Ölander and Thøgersen will be presented. In their model from 1995 they explain different factors that affect a person's behaviour. It could be for instance the consumers' motivation, such as attitudes and social norms. Ability is another factor which includes a person's habits and knowledge. We often have habits that are difficult to break and might follow certain patterns when we shop. Last they bring up possibility as a factor; it could for instance be the possibility to recycle, such as if there are accessible recycling centres in the living area. But it can also be about having the economic resources to make a certain choice, example buy an environmental car (Mankila, 2008).

An important concept within the science of consumer behaviour is decision making. A person's interest affects the decision making. Within this discipline the interest is seen as an inner urge in people to process information. The interest can be high or low and is very dependable of what product, service or situation it might be. The interest can also vary before and during a purchase, when using it, maintain it and getting rid of a product (Mankila, 2008).

Another factor that affects people's consumer behaviour is the situation; one might for instance buy different products depending on if it is a week day or weekend. Social interactions also affect what we think and do; family and friends for instance have a big influence on our behaviour (Mankila, 2008).

Interviews

To understand more and to get information about how the campaign is carried out I have done interviews with people involved. The thesis is mostly based on these interviews, in addition to secondary data such as books and internet. The interviews have been with people involved with the Swedish Society in Nature Conservation. There were six interviews in total, where of five of these were telephone interviews and one made in person. The reason for doing telephone interviews was because of the long distance and this made it more practical. Two interviews were made with two people working in the secretariat in Stockholm and Göteborg with the MVV, the project leader and one administrator. Four interviews were made with members of SSNC from different parts of Sweden and that have been working with the campaign on a voluntary basis.

Since interviews is the main source of information it is important to keep in mind that we all see the world in different ways because of our different experiences and our previous knowledge; we have different perspectives. Joel M. Charon explains in Symbolic

Interactionism (2007) that our different perspectives are our own angle on reality. We use words to understand what we see around us, and with the words we value the reality we see. It is not possible to see all aspects at the same time in a situation, but with several different perspectives it is possible to get a bigger picture of a situation (Charon, 2007). Hopefully I have captured a few different perspectives and consequently gotten a somewhat wide picture of the reality and the life of the environmental campaign MVV.

The information found in these interviews has been compared with two communication strategies; the classical communication model and one about Community-based social marketing (CBSM). The classical communication model was chosen because it is one of the more commonly used and approved models in the field of communication (Nitsch, 2000). The CBSM were chosen because I saw a resemblance between that model and the way SSNC are working concerning the importance of working on a local level. It was also chosen because it is said to be an effective model when it comes to changing behaviour (McKenzie, year unknown).

When researching the MVV I realised there was a certain discourse among the people involved in the campaign. There is a certain culture within the group involving words and expressions that are not always easy for an outsider to understand. This made it necessary for me to create a Swedish glossary since a lot of the words do not have a specific English translation.

Swedish glossary

Action group – utspelsgruppen
Community unions – kommunkretsar
County – län
County unions – länsförbund
Executive body – stämma
Introduction meeting – upptakt
National introduction meeting – riksupptakt
National Executive Body – rikstämma
National secretariat – rikskansli
Secretariat – kansli
Unions – kretsar

Reference theories

Communication strategies

In the following part the two communication strategies that will be used to compare SSNC's own experience-based "strategy" with, will be presented.

The classical communication model

The classical model has six different components to explain communication; sender, message, channel, audience, effect and feedback. Communication is seen as a sender wanting to deliver

a message to an audience to reach a certain effect. To achieve this, the sender is assumed to decide how to deliver it, the medium, and what the content should be. The feedback is then monitored as to see how the audience responded and what the effect might have been. Communication is seen as a one-way process, and this model is very focused on the sender's perspective. The assumption is that to increase the target group's understanding and improve its behaviour the message delivered from the sender has to be communicated to them (Nitsch, 2000).

Cox (2006) brings up two examples when this model can be used; when you want to change people's behaviour into for instance buying unbleached paper, and when to make them reduce their car use. It is suitable for when you have a message that you want to send out to a certain audience. But it is not suitable when you do not have a trustworthy channel for instance, because then the message could be all wrong.

CBSM - Community-based Social Marketing

This model is used for fostering and maintaining change in behaviour and contains a set of tools that provide instruments that can be used to achieve this. The model involves direct contact with people and is used on a community level. The reason for having direct contact is because according to social science research it is a good way of changing people's behaviour. The model has four steps; the first (1) thing to do is to identify the barriers to a sustainable behaviour. Things such as what would make people engaged in acting in sustainable way and not. What would motivate them to behave in a sustainable way? After that a strategy (2) has to be designed in how to use certain "tools" and which ones to use. These tools have been identified through research and are effective in changing people's behaviour. The tools included are commitment, prompts, norms, communication, incentives and conveniences. Commitment is about creating a commitment between people and a certain issue or task. Written commitment is said to be the most effective, for example making a written agreement of recycling. People who has agreed to a small request often agrees to a larger one, because agreeing to the small one "often alters the way they perceive themselves" (McKenzie, year unknown p.19). Prompts are ways to make people remember to actually act and do what they have said they would, for example slogans. The third tool is about making norms, simply building a support in the community. It has been shown that people are affected a lot of what other people do. The Communication tool is about how to communicate in the most effective way to get the message across and get people's attention, usually partly by persuasion; who delivers the message, in what way and so on. The next one is incentives and this one is to keep people motivated to continue a particular behaviour. It could perhaps be a monetary incentive, e.g. a fee. The last tool is convenience and is about making it simple for people to act. If there are external barriers connected to the behaviour people will not do it. The behaviour could for instance be inconvenient, time-consuming, costly etc (McKenzie, year unknown).

The next step (3) in the CBSM model is piloting. It is important to pilot the strategy with a small segment of the community involved. The last step (4) is evaluation of the impact of the implemented program (McKenzie, year unknown, p.5).

Result

The result part is divided into two parts. This first section is primarily based on the two interviews with the people working in the SSNC secretariat. The second part is based on the interviews with four people that have been working as volunteers during the week of the MVV. But before this, a little more background information on the SSNC to understand the result a little better.

Background

Swedish Society for Nature Conservation - SSNC

The organisation started in 1909 and is today Sweden's biggest and most influential environmental organisation with about 181 000 members. There are 24 County unions and 270 Community unions over the country that SSNC works in, on a regional and local level. The National Executive Body is the highest governing body within the SSNC and takes place every second year. A board of directors is elected by the executive body and they run the work of the organisation. The board has a secretariat with about 60 employees to help them which are located in Stockholm and Göteborg (www.naturskyddsforeningen.se¹⁺²).

Within the organisation there are also several national networks for the members to join on a volunteering basis. There are at the time six networks involving different subjects; food and agriculture, seas, forests, climate, chemicals and environment-friendly consumption (www.naturskyddsforeningen.se⁵).

SSNC have five high priority areas that they work with which are; climate, ocean, forest, environmental toxins and agriculture, areas they work with both on a national level as well as international. The organisation is also the founder of the world's toughest eco-labelling called Bra Miljöval (Good Environmental Choice). The eco-label is a part of their work with developing good tools for making it easier to take environment-conscious choices. The label can be found on detergents, paper, textiles et cetera (www.naturskyddsforeningen.se²).

Part 1

The two informants both work in the SSNC secretariat. One of them is the project leader of the MVV and the other one is an administrator of the MVV.

The MVV message

The project leader explains that the MVV is a recurring campaign activity that has existed for 20 years. It is a demonstration of strength where SSNC brings out a concrete issue that is connected to one or more of the five high priority areas mentioned earlier; climate, ocean, forest, environmental toxins and agriculture. There are several goals with the campaign. One goal is to spread knowledge about the consumer's part of a certain environmental issue, and what she can do to help solve or change it. The goal is also to change the consumer's behaviour, and sometimes attitude, with the help of information. New knowledge can give a

change in attitude and/or behaviour, the project leader says. She gives the example that if you inform people about how much bananas are being sprayed with chemicals and how it leads to both health and environmental problems, it can make the consumer make a different choice. However, she says she does not know in what order change comes; if new information can lead to a new attitude and behaviour change, or the other way around, but she says that the SSNC think about this while planning the MVV. Even though their motto is to change people's attitudes and/or behaviour, she says it is not officially decided to think this way, but more implicit.

The administrator gives an additional aim with the MVV. The aim is to show people that it is possible to make a change, show that consumer power actually works. She says that many people think that it is difficult to make a change, but with MVV people can see that it is possible, they see that it actually works. Another goal with MVV is to bring out SSNC and show that they are a movement that can bring about change. The project leader adds that they also try to get new members, both active and supporting members during the week.

So who is the environment-friendly week for? The administrator explains that the target group over all is people that already have an environmental interest. According to her about 2/3 of the Swedish population have little or a lot of interest, whilst only 1/3 of the people are sceptical towards environmental issues. Since the former is the bigger group these are the ones that they focus on. More specific it is usually the public that is the main target group, but sometimes there are several groups. The theme of 2010 was food and environment and the target group was not only the general public but also restaurants and large-scale catering establishments, for example schools kitchens, the project leader further explains. However, the target group is not only the consumers but also the producers. By reaching out to the consumers it is easier to reach the producers and make them change, according to the administrator. She gives an example of a big change that occurred after having a campaign about coffee. After the campaign week the selection of organic coffee changed from one in the health food stores to ten in the ordinary food stores.

The project leader explains that the campaign week has different themes every year and these are connected to one or more of the five high priority areas mentioned above. However this has started to change. The administrator explains that in the past years there has been the same theme two years in a row, though slightly modified. The reason for this she says is mostly because it is better for the unions; then volunteers do not have to learn a new theme each year.

The project leader clarifies how the campaign then informs about the environmental problems that are connected to the theme of the year and what choices the consumer can make to make a change. Former themes have been for example bananas, where they urged people to choose the organic bananas with the Swedish eco-label KRAV instead of the conventional grown ones. Coffee was the theme of 2006 where they also wanted more people to buy organic coffee. In 1997 the campaign was about getting more people to buy locally produced products and informed the public about the energy waste in the food chain (www.naturskyddsforeningen.se³).

However, "it is not possible to make a theme out of anything" the administrator explains. First of all there has to be a positive environment-friendly alternative, for example buying organic bananas instead of the ones that are grown the traditional way. Secondly there cannot be a

theme that has not really started yet, there has to be alternatives from the beginning that can be shown. She sums it up by saying that “there has to be a glow that can become fire”.

The ones that help deciding the theme is foremost the groups within the network that deals with questions concerning environment-friendly consumption and it is called Handla Miljövänligt, but all the members are welcome to hand in their suggestions the project leader explains.

Planning schedule

Deciding the theme is one part of the two year planning schedule the SSNC have for the MVV. The first year involves planning and decision-making and the second year is about the production process (Planeringsschema MVV).

The project leader explains that the first thing to do is to make a campaign plan for the MVV where the aim and goal are clarified; there could be several and both long and short termed. Discussions about what they want people to know and do, and what has to be done to make this happen is held. They also talk about what attitude they want people to have and how to change it and what message they want to bring out.

Below is a more detailed description of the planning schedule.

Year 1

The first year is the decision-making process and the planning starts in November two years ahead when all the ideas for next year's theme are collected and forwarded to the steering committee. The network of Handla Miljövänligt screens the suggestions and chooses a few of these. Between November and February the Steering committee chooses a few of these and then the secretariat makes a pilot study of at least two of these themes. The secretariat examines the environmental use, the possibility of influence, recruiting aspects, opponents and possible cooperation partners, and estimated resource requirements. In March it is time for national introduction meeting when the network argues for one of the themes that have been presented, which is followed by the secretariat taking the decision of the final theme in April. When the theme is decided three different working groups are formed; a working group, an action group and a steering group. Factual material is compiled by the working group in May and before it is affirmed by the steering group in June it is revised with the method of devil's advocate. The working group develops ideas to alternative message and outlines to the campaign material which are being approved in September by the steering group. The outlines are brought to the steering committee, the network of Handla Miljövänligt and the chairman of the County Union in October. It is also tested towards a consumer panel, also devil's advocate procedure. The network of Handla Miljövänligt then gives their opinion about the ideas in November and the secretariat makes the final decision (Planeringsschema MVV).

Year 2

The second year involves the production process and takes off right after the planning is finished in November at the end of year one. Until December the planning of the information, marketing and media work is done. When January enters it is time for updating and correcting the facts. When this is done the campaign material is produced, websites are opened et cetera

in February. In March it is time for the introduction meeting again. This time the campaign material is presented for the network. The introduction meeting is followed by regional introduction meetings and these are done during the period April to September. At the same time material is being distributed and meetings in the unions to prepare for the MVV are being held. At the national conference in June the campaign material is presented and in September the campaign of the year is presented at the secretariat and to the board (Planeringsschema MVV). The administrator explains that shortly before the campaign week the SSNC goes out in the media with something that emphasizes the issue, e.g. a report with a survey that can make people take more notice of the campaign and connect the two. She expresses it like when it is finally time for the campaign week 40 (September/October) people are given an alternative to the problems that recently has been presented in the media. She brings up one example of how it is done from 2006 when they had a theme with textile. As a media action that year they showed the results from an analysis of which chemicals were found in many t-shirts. The administrator summarizes the two years: "Imagine a carpet with a point, the point represents going out in the media and the carpet is the remaining years". In November everything ends with an evaluation of how the campaign work has gone (Planeringsschema MVV).

Here is an example of important time frames during the two year planning:

Planning schedule

	Theme and working group are decided	Factual material is determined	Decision about the message of the campaign	Material done	Evaluation
MVV 2004	April 2003	June 2003	November 2003	March 2004	November 2004
MVV 2005	April 2004	June 2004	November 2004	Mach 2005	November 2005
MVV 2006	April 2005	June 2005	November 2005	March 2006	November 2006

(Planeringsschema MVV, my own translation)

Reaching out

Volunteers

The MVV is one of SSNC's greatest collected activities. It is depending on the help of the volunteering members of the organisation. Most of the members are in the network of Handla Miljövänligt and the networks' job is to create ideas for the members. The success of the campaign is very much depending on how well the volunteers can be motivated (Planeringsschema MVV). The secretariat works a lot with the network regarding the MVV, especially with the network Handla Miljövänligt, according to the project leader. On the national introduction meeting mentioned in the previous section, the volunteers within the network are introduced to ideas of activities that can be done during the week. There are also regional introduction meetings and this is a good time for motivating and informing the volunteers, she further explains.

As one can see from the planning schedule there is a lot of planning before the week starts. One thing they need the volunteers to help out with is to make different inventories in stores the project leader explains. She gives one example from a year with theme textile when representatives for the SSNC went out to the stores to examine the supply of organic textile. This, she says is a good way to raise the issue. On occasion the representatives went back to the store to do a follow up on the development. Her opinion is that it is easier to reach out to the public if the SSNC have been out and active among the public before the week starts.

The importance of the volunteers is further expressed by the administrator. She says that to reach out to the people it is important to have people that are where the public are, for instance in stores and marketplaces. People that believe in what they are doing and that are engaged. They go out and meet the everyday consumer and they have different ways of getting peoples attention. She says that one way of making the public interested is to let them try different things, for example taste a certain product. The administrator recalls the coffee campaign they had in 2006 where they let people try the organic coffee. Her opinion is that this way of approaching people makes it easier to get their attention and to talk to them.

Campaign material

In addition to having volunteers out where the people are, they have written campaign material such as brochures and posters, for anyone to order, the project leader explains. She says that the SSNC urge the local unions to put up posters at for example work places, cafés and libraries and hand out brochures, but also to arrange different activities.

The administrator says that the posters are made to make people stop and look. There has to be something that first catches the viewer's eyes with a few lines of information. For the ones that are interested there is more information with smaller letters that can be read if you get closer. A message such as "Do you have an environmental criminal on your fork?" ("Har du en miljöbov på gaffeln?"), was used in the campaign in 2009 about food and its impact on the climate ("Mat och klimat"). She expresses the importance of having two different types of posters. They usually have one that is more "kind" and one that is bolder, partly to attract different kinds of people but also for the volunteers who are working with the campaign; not everyone is comfortable with using a poster that is bolder, she explains. The stores usually also prefer the "kind" one. She gives one example of a bold message that was used in the coffee campaign; "Save life – change coffee" (Rädda liv – byt kaffe") and adds that it is "a bit too much for a food store".

It is not only the type of message on the posters that is discussed. It is also important to make sure that the right amount of information is on them, the administrator says, both to please the volunteers using them but also to attract the public. The material has to be easy to work with but at the same time it is necessary to have different degrees of difficulty. The reason she says, is because the volunteers are such a diverse group; some of them have more time and interest than others and therefore the need for both easier and less time consuming things to do as well as more challenging ones is to strive for. As an example of an easier task she mentions putting up posters, and for those that want to do more they can inform the public themselves and do other types of activities.

Media

The ones among the public that do not take interest in these activities and actions could be reached by the help of media, the administrator says. Media is an important channel for the SSNC in the work of bringing out the MVV. For instance, as mentioned earlier the SSNC often have a report and/or survey as a foundation that they go out with nationally in the media a few weeks before the campaign starts. With this they are able to emphasise the problems connected to the theme of the campaign.

Not only does the secretariat use the media to get out the message of the campaign. The project leader explains that the local unions are urged to use media to get their message out, for instance by sending in letters or press releases to different mass mediums. The web has also become an important tool the past years. For the campaign of 2010 they used the internet more, for instance the community Facebook.

Effect

In the planning schedule there is a step about evaluation of the campaign work. The project leader explains that they measure for instance how many of the unions that has been active or how many people outside the organisation that has ordered the campaign material. However, she says that it is not easy to evaluate the effect of the campaign. It is not easy to put a value on the environmental benefits, and the effect can be difficult to see right after the campaign is over. However, sometimes it is possible to see long-term effects of a campaign and also how well they have gotten out in the media. The administrator agrees that it is difficult to measure, but they measure the things that are possible to measure. They have for instance, after previous campaigns about coffee and bananas, measured how many organic coffee brands there were before and after the campaign, and also measured how many organic bananas were sold before and after the campaign week about bananas. After both campaigns there were a dramatic change to the better, the administrator says. However, she continues, it is difficult to say how much of the change is because of the campaign.

Part 2

The four interviewees are all members of SSNC and a part of the network of Handla Miljövänligt. They are from three different Counties in Sweden and two of them are a contact person for their county, one for their local union (and one is only a member). They have varied experience from working with the MVV. One of the interviewees have been involved since it all started 20 years ago and the other three for about five six years.

They have slightly different opinions of what the aim of the week is; however they are all related to each other. One mentions enlisting new members, but also says that it is not something that they do very actively during the week. Other aims mentioned were; to act locally, to make people change their habits into more environment-friendly ones, make people think what they buy and why, inform people about which eco-labels are available, and explain a certain theme and its effect on the environment. Despite small differences in interpreting the aim they all see the MVV as a campaign to influence the consumer to make a more environment-friendly choice.

The general opinion among the interviewees is that they get a lot of help and ideas from the secretariat when it comes to the MVV. They get the structure from the secretariat but at the same time they feel independent to do what they want. Two of the interviewees however think that it sometimes can be a bit too much information and wishes that there could be some sort of restriction. Challenges they all see is the fact that it is on a volunteering basis. The interviewees all mentions issues such as the group being rather unstable with people coming and going and lack of time and sometimes strength to do what one wishes.

The work of the volunteers

Below are a few examples of how different groups work during the MVV according to the interviewees. To keep the interviewees anonymous they are referred to as volunteer A, B, C and D.

Volunteer A

According to the interviewee they usually send out one person from the group to the national introduction meeting to get information about the campaign of the year. The meeting is appreciated, the group finds it good and interesting; she says it creates a closer contact between the ones that are involved in the campaign. She further says that having the meeting in March is an appropriate time of the year, and adds that it would be stressful and difficult to begin planning after the summer. The time close after the big meeting they have meetings in the group to plan what activities to do. Usually they send dispatches to stores and put up information posters. During the MVV about textile they did inventories about eco-labelling of clothes in different clothes shops. Further, media is an important tool for the group; the interviewee says that it is a very good way to reach out to many people. Another way of reaching out to the public is to cooperate with other actors, for example with private companies and stores. They also like cooperating when there is an event going on and mean that it is good to take the chance when there is already something going on. This is also a good way to reach out to a different audience.

The interviewee has many thoughts on how to really reach the public, but says that this is not discussed in the group because a lack of time. She says that it is not enough to only inform people, it has to be something practical that can be done to make a change, for instance waste sorting, which is practised by many people today. Otherwise it might give the wrong effect, such as panic and anxiety. She also gives the example when they had people try organic bananas during the banana campaign, and says that it was a good and easy way to make contact with people. Once you make them stay it is time for the next step which is to affect them, and this is hard, she continues.

Volunteer B

Another interviewee explains that her group has study circles a few times before the MVV about the things they wish to learn concerning the theme of the year. After that they have meetings about what they want to do during the week. Usually the group have activities that involve being out meeting the public and organise lectures; such as to be in food stores, out on public squares, in libraries and schools to inform about the MVV. They also put up posters and advertisements to inform about lectures, and Studiefrämjandet, who is a cooperation partner of SSNC, put up information on their website as well. The group place information in

the calendar on their local SSNC website and send out emails to the members of the union. They also send in press releases to radio/TV, (the volunteer explains that these sometimes are ready-made by the secretariat,) which is a good way to reach out to many people according to the interviewee.

Although the group thinks rather broad they also have the target group in mind, the interviewee says. Depending on the theme it is also easier to reach out to certain groups than others. The interviewee brings up an example from 2009 when the theme was “Food and climate” (Mat och klimat”). When standing in the food stores handing out brochures and recipes they discovered that women were easier to reach, and therefore they focused more on the women to reach out to more people. According to the interviewee different themes suit different target groups; the theme with textile, called “Conscious fashion” (Medvetet mode) attracted young people the most. The posters were also made to attract the young women according to the interviewee. She continues by saying that the target group is something the head office thinks about when they plan the campaign material.

It is difficult to reach the people that are not interested or susceptible, and therefore they usually do not focus on these people the interviewee explains. However, it is possible to affect people she says. She continues by telling about an incident when she was informing a woman about how much the potatoes were sprayed with chemicals. Another woman accidentally heard this and was a bit chocked and asked what she could buy instead. The interviewee suggested that she could take the organic potato. The woman replied that it was more expensive, and the interviewee agreed and said that then she would not get the pesticides. The woman thought for a while and then chose the organic potato.

Volunteer C

This group sometimes have study circles before MVV for the own group. After that they have meetings and decide what to do during the week. One of the activities they have done previous years is demonstrating different products in food stores and giving people the opportunity to taste different food or drinks. Cooperation with different local groups is a good way of working and reaching out to the public. At one time they cooperated with the church in the area and organised a flea market for children’s clothes. This was a good thing to do since the church has a lot of activity groups for children and parents and therefore it was easy to reach out to these groups. The local media is an important tool, according to the informant it is rather easy to get published; among others they usually contact a particular web magazine. They participate in interviews and write press releases. The informant says that it is important to think about the target group, but also to see what the possibilities are and to keep in mind what is suitable for the local community.

Volunteer D

The interviewee says that the group thinks that the regional introduction meeting in September is good; this is where they decide what they will do during the MVV. She explains that the most important thing is to do something they really want to do and that is rather simple and does not take too much time.

The interviewee says that it is important to engage people and not just tell them what to do, to meet them and talk to them and also make them take initiative. The group thinks a little bit

about how to change people's attitudes and behaviour when planning the activities. That is why they usually plan activities where the people are, for example in stores, out on the town or in the library handing out information about the MVV. But she believes that the secretariat thinks about this when planning the campaign. Besides that she says they send out letters to newspapers and she has been on the local radio talking a few times. They also put up posters about the MVV and carefully think about where would be a good place to reach a lot of people. The internet is still not really explored but she thinks it could be a good idea to use such a channel, and gives the example of Facebook. Another activity they have done is doing inventories in different stores, for example about how many eco-labelled clothes there are. She continues by saying that media has a lot of responsibility, and says that it is the best way to reach out to the public. It makes people react; the things you have seen on TV affect you.

Analysis and discussion

Within the work of MVV I have found certain features that I find are specific for how the Swedish Society for Nature Conservation works, their own experienced-based “model”. These three features are planning schedule, message and volunteers. The planning of the campaign first of all is rather long; they have a two year planning schedule from the beginning to the end. Because of the long planning they work on two campaigns at the same time. The schedule according to me seems very detailed and structured, which is probably necessary because of its length. The message they want to bring out is, as I see it, the very heart of the campaign and therefore well discussed. They talk about what they want people to know and do and how to make the change. Last but not least the volunteers are highly important for the campaign to even work, which is clearly expressed by the interviewees from the secretariat. With the help of the volunteers it is possible for the message of the campaign to reach the public on a more personal level.

The way the SSNC work with the campaign has similarities with both the classical communication model and the CBSM – Community-based Social Marketing model. First of all both these models are about sending out a message to reach a certain effect. In this case it is about changing people’s behaviour to a more environmental-friendly one. Even the rest of the components (sender, channel, audience, effect and feedback) within the classical communication model fit well into the two year planning schedule the SSNC follow. The sender is the SSNC themselves and during the beginning of these two years they discuss what message they want to deliver. There are discussions about goals with the campaign, what they want people to know, how they want to change people’s behaviour and so on. They also have different methods of how to get the message out, what channels to use. Media is one very important channel but also the volunteers are of great importance. The volunteers are the medium; they are the ones that bring out the message to the public, by organising different activities, everything from putting up posters and informing in stores to having lectures on the subject. The audience is the target group and is well discussed within the planning of the campaign. They talk about what they want the target group to do or not to do. The last components in the classical communication model are effect and feedback, which is something that is rather difficult to measure in the campaign, according to the interviewees. The MVV ends with an evaluation of how the work with the campaign has gone, however it is not very easy to evaluate the campaign’s effect on the audience and therefore it is not always done.

In this model communication is seen as a one-way process and it is also very focused on the sender (Nitsch, 2000). I see the resemblance in how the SSNC works with the campaign with this model. The SSNC have a particular message that they want to send out to the target group and they know what effect they want from it. According to Cox (2006) this is a model that can be used for example when you want people to buy unbleached paper, which is comparable with the MVV; wanting for example people to buy organic bananas instead of conventionally grown ones et cetera. Cox, however further says that it is not a good method if the channel is not reliable. Whether the channels used by the SSNC (media and volunteers) are reliable or not is something I have to leave unsaid since I have not researched this.

The CBSM model also has similarities with the MVV, but also several differences. First and foremost the model is used on the community level and involves direct contact with people. The direct contact with the people is highly important in the work with the MVV, both according to the interviewees from the secretariat and the volunteers. And for this to be possible the volunteers are very important, they are the one that foremost meet the people. The success of the campaign very much depends on the work of the volunteers as I see it.

In the CBSM model the goal is to try to change people's behaviour; this is also one of the aims of the MVV. The way to do it is by following the four steps, according to the CBSM. The first step in the model, identifying the barriers, however, is something that does not seem to be included in the two year planning schedule of the MVV. As I understand it, there is not any discussion about these issues. They seem to be talking a lot of how they want people to behave but not about what would actually make them behave in a certain way. However, I do see the choice of having a campaign based on information as an attempt of getting rid of the barrier of people not getting the knowledge they need to make a more environment-friendly choice. This could be the reason for not talking about it now, 20 years after the first campaign.

The second step involves making a strategy of using different tools to create a change in behaviour. Out of the six tools identified in the model I can see convenience, prompts and parts of the tool communication within the SSNC's own experienced-based "model".

Convenience is a tool they use I would say. By going out to the stores, marketplaces, putting up posters etc they have reduced several external barriers (such as time-consuming and inconvenience) and made it easier for people to get new knowledge and information. Providing them with this could possibly make it easier for them to act in a more environment-friendly way. Prompts are another tool they use. Prompts can be different kinds of slogans, which is what they use on the posters. Slogans mentioned earlier are "Save life – change coffee" and "Do you have an environmental criminal on your fork?". A tool that is used to a certain extent is communication. It is first of all about presenting the information in a vivid and interesting way. As I see it, the SSNC thinks about this when suggesting activities for the volunteers. For instance they suggest the volunteers to stand in stores and offer people to taste a certain product which also seems to be something the volunteers enjoy doing. The volunteers over all think it is very important to engage people and to do activities that get peoples attention and thinks about this when planning their activities. This tool is also about knowing your audience, and in a way they do. Since their target group is people that have a little or a lot of interest in environmental questions it means they themselves is the target group. However, this is not a homogenous group and more information about their target group might be needed. Another thing that is connected to this tool is the importance of the right source delivering the message. According to the CBSM the person or organisation in charge of this has to be credible to get the most influence (McKenzie, year unknown). Since the SSNC is the source they do not need to think about who they want to present their message. However, the CBSM suggest using a survey to determine the credibility of the source and as I understand they do not perform one of themselves.

Incentives, norms and commitment however are tools that do not seem to be a part of their own "model". For instance they do not use incentives such as fees and the like to get people to change their behaviour. Nor do they seem to be engaged in building norms or creating commitment.

When the CBSM-strategy is finished, focus groups are conducted to try on the strategy and give feedback. If the feedback is good it is time for piloting, the third step in the CBSM model, to see if the strategy works. As I understand this is not something they do. However, as mentioned earlier there is a lot of work with deciding the theme. After the network of Handla Miljövänligt has screened and chosen a few theme suggestions, the Steering committee further chooses a few of these and finally the secretariat carries out a pilot study of at least two of the themes suggested. The secretariat examines among other things, the environmental use of the theme, the possibility of influence and opponents and possible cooperation partners. When this is done they have a consumer panel to test the campaign material before it is finished.

Evaluation of the impact of the strategy is the last step of the CBSM-model. This is done while implementing the strategy, according to the CBSM model. In the SSNC's planning schedule there is a section of evaluation, however it is done in the end of the campaign and not during.

Conclusion

After studying the environmental campaign Miljövänliga veckan of the Swedish Society for Nature Conservation I have hopefully gotten a small glimpse of how they work and plan the campaign.

In my research I have understood that the Environment-friendly week is a big environmental campaign and there is a lot of time and work spent to make it happen. To reach the aim of the campaign of informing the public on a certain environmental problem the SSNC have among many other things their two year planning schedule, the message and their volunteers to help them. I found these three features to be very important in their own experience-based “model”. In comparison with the two communication strategies there are both similarities and differences. However, the similarities with the classical communication model are greater than the CBSM-model.

The SSNC’s experience-based “model” fit very well with the classical communication model. As I understand, it is very much built on a well discussed message that they want to bring out to the public. The SSNC (the sender) use media and volunteers (channel) to bring out their message. Depending on the theme of the campaign they have different target groups (audience); it can be the public, restaurants etc. If possible the SSNC try to measure the effect of the campaign on the audience, but this is not always the case. As mentioned above, the volunteers are very important in the MVV. This can be connected to the CBSM-model that is used on a community level and that is built on direct contact with people. The SSNC also see the importance of having direct contact with people; they want the volunteers to have activities where the people are to create this close contact. Further similarities with the CBSM are among others a few of the tools used, such as prompts. They work a lot on their campaign material to reach as many people as possible and one part is prompts such as different kinds of slogans.

As mentioned, the CBSM model can be used to change people’s attitude towards an environmental question, and the classical communication model is about delivering a message to an audience to reach a certain effect. The SSNC’s own experience-based “model” could be seen as almost a mix between these two strategies and is hopefully a strategy that works best for them. However, there might be more needed to get people to change behaviour. As explained earlier changing consumption behaviour is not easy, and an environmental campaign might not be enough to make that big change. But it is definitely a start.

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